ABSTRACT

A system and method profiles different users having a common terminal identifier in communication system. The system comprises a user activity data analyzer for extracting profile data from user terminal activity data, a user identifier for determining whether the profile data corresponds to a profile data history associated with the user terminal, and a user profile generator for generating a profile data history from the profile data for another user to be associated with the terminal in response to the profile data not corresponding to the profile data history associated with the user terminal. The user activity data analyzer extracts site addresses, URLs, click event data, metadata and other user activity from a session log to compile information useful for assessing a user's interests. This extracted profile data may then be compared to a profile history previously generated and associated with the terminal identifier. A low level of correspondence between the extracted profile data and the profile history associated with the terminal identifier indicates that a different user is generating the user activity data. The user profile generator then builds a profile history from the extracted profile data and associates it with the terminal identifier. The profile histories are provided different user identifiers. Upon subsequent detection of the terminal identifier, the profile data extracted from the user activity is compared to both profile histories to determine which user is navigating the site. Once sufficient profile data has been extracted to determine which profile history corresponds to the extracted data, advertising content that corresponds to the identified user may be selected and included in the content requested by the current user.